

WHAT IS CLAIMED IS:

1. An advertisement system which provides an advertisement of merchandise to a number of users, comprising:

5 a display device for displaying the advertisement of merchandise;

 a mail button for instructing to transmit, by an e-mail message, information related to the piece of merchandise of the advertisement displayed by said display device;

10 an input device for inputting a recipient of the e-mail message for which transmission is instructed by said mail button; and

 a mail transmission device for, when said mail button is pressed, transmitting the e-mail message having the information of the piece of merchandise, including link information linked with a site on the Internet where the piece of merchandise is on sale, to the recipient input by said input device.

20 2. An advertisement system according to claim 1, wherein

 said system further comprises a connection device connected to a network, and

 said mail transmission device has a function of connecting to the network and transmits the e-mail message having the information of the piece of merchandise, including the link information linked with

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the site on the Internet where the piece of merchandise is on sale, to a mail address on the network, which is input by said input device.

3. An advertisement system according to claim 1,
5 wherein said mail transmission device is a radio communication module for performing short-distance radio communication and connects to a portable terminal designated by said input device and connectable by short-distance radio communication to transmit the
10 e-mail message having the information of the piece of merchandise, including the link information linked with the site on the Internet where the piece of merchandise is on sale, to the portable terminal.

4. An advertisement system according to claim 1,
15 wherein

said system further comprises a memory in which an address capable of receiving an e-mail message is registered in advance for each user, and

said input device causes a user to select an
20 address to which the e-mail message is to be transmitted from a list of users registered in said memory in advance.

5. An advertisement system according to claim 1, wherein

25 said system further comprises a memory for storing, as a transmission log, an address for an e-mail message transmitted by said mail transmission device, and

said input device causes a user to select an address to which the e-mail message is to be transmitted from a list of transmission logs registered in said memory.

- 5 6. An advertisement system according to claim 1, wherein

said system further comprises a memory for storing a plurality of types of forms of an e-mail message to be transmitted by said mail transmission device,

- 10 said input device causes a user to select a form of the e-mail message to be transmitted from the forms stored in said memory, and

- 15 said mail transmission device generates the e-mail message having the information of the piece of merchandise, including the link information linked with the site on the Internet where the piece of merchandise is on sale, using the form selected by said input device and transmits the e-mail message.

- 20 7. An advertisement system according to claim 6, wherein

said memory stores at least a form for requesting a buyer who has an authority for purchase to purchase the piece of merchandise as one of the forms, and

- 25 when the form for requesting purchase of the piece of merchandise is selected by said input device, said mail transmission device transmits the e-mail message having the information of the piece of merchandise,

including link information linked with a site on the Internet where the piece of merchandise is on sale, to the recipient input by said input device using the form for requesting the buyer to purchase the piece of merchandise.

8. An advertisement system according to claim 1, wherein

said system further comprises a memory in which permission/inhibition of display of the advertisement displayed on said device is set in accordance with a category of the piece of advertised merchandise or a time zone for display, and

said device displays the advertisement of the piece of merchandise on the basis of the permission/inhibition of display set in said memory.

9. An advertisement system according to claim 1, wherein the link information contains information representing a presenter of the piece of merchandise.

10. An advertisement system which provides an advertisement of merchandise to a number of users, comprising:

a display device for displaying the advertisement of merchandise;

a memory for storing, as a bookmark, information related to the piece of merchandise displayed by said device;

a registration button for registering the

information related to the piece of merchandise as the bookmark when the advertisement of the piece of merchandise is being displayed on said device; and

5 a server device for, upon being accessed from an external device, transmitting the information related to the piece of merchandise registered in said memory as the bookmark to the external device as data displayable on the external device, the data displayable on the external device containing link
10 information linked with a site on the Internet where the piece of merchandise is on sale.

11. An advertisement system according to claim 10, wherein the link information contains information representing a presenter of the piece of merchandise.

15 12. An advertisement system according to claim 10, wherein said server device has a function of connecting to a network and is accessed from the external device through the network.

20 13. An advertisement system according to claim 10, wherein the external device is a portable terminal capable of short-distance radio communication, and

said server device has a function of performing short-distance radio communication and is accessed from said portable terminal by short-distance radio
25 communication.

14. An advertisement system according to claim 10, wherein said server device is a WWW server for

providing contents onto the Internet and is accessed from the external device by the WWW.

15. An advertisement system according to claim 10, wherein

5 said memory stores the information related to the piece of merchandise as the bookmark in units of systems, and

10 for a user who has accessed said server by the external device, said server transmits the information related to the piece of merchandise registered as the bookmark corresponding to said system to the external device as the data displayable on the external device.

16. An advertisement system according to claim 10, wherein

15 said memory stores the information related to the piece of merchandise as the bookmark in units of users, and

20 said server identifies a user who has accessed said server by the external device and transmits the information related to the piece of merchandise registered as the bookmark corresponding to the user to the external device as the data displayable on the external device.

25 17. An advertisement system which provides an advertisement of merchandise to be sold on the Internet to a number of users, comprising:

 a display device for displaying the advertisement

of merchandise;

5 a mail button for instructing to transmit, by an e-mail message, information related to the piece of merchandise of the advertisement displayed by said display device;

an input device for inputting a recipient of the e-mail message for which transmission is instructed by said mail button; and

10 a mail transmission device for, when said mail button is pressed, transmitting the e-mail message having the information of the piece of merchandise, including link information linked with a site on the Internet where the piece of merchandise is on sale, to the recipient designated by said input device, the link
15 information containing information representing a presenter of the piece of merchandise,

wherein when the piece of merchandise is purchased at the site on the Internet linked by the link information, a service corresponding to a payable
20 amount for the piece of merchandise is provided to a buyer.

25 18. An advertisement system according to claim 17, wherein the service provided to the buyer is discount or cash back of an amount corresponding to the payable amount.

19. An advertisement system according to claim 17, wherein the service provided to the buyer is to

partially repay the buyer a presentation charge paid to the presenter specified by the link information.

20. An advertisement system which provides an advertisement of merchandise provides an advertisement of merchandise to be sold on the Internet to a number of users, comprising:

a display device for displaying the advertisement of merchandise;

a memory for storing, as a bookmark, information related to the piece of merchandise displayed by said device;

a registration button for registering the information related to the piece of merchandise as the bookmark when the advertisement of the piece of merchandise is being displayed on said device; and

a server device for, upon being accessed from an external device, transmitting the information related to the piece of merchandise registered in said memory as the bookmark to the external device as data displayable on the external device, the data displayable on the external device containing link information linked with a site on the Internet where the piece of merchandise is on sale, the link information containing information representing a presenter of the piece of merchandise,

wherein when the piece of merchandise is purchased at the site on the Internet linked by the link

information, a service corresponding to a payable amount for the piece of merchandise is provided to a buyer.

21. An advertisement system according to claim 20,
5 wherein the service provided to the buyer is discount or cash back of an amount corresponding to the payable amount.

22. An advertisement system according to claim 20,
10 wherein the service provided to the buyer is to partially repay the buyer a presentation charge paid to the presenter specified by the link information.

23. An advertisement method of providing an advertisement of merchandise to be sold on the Internet, comprising:

15 the first step of designating to transmit, by an e-mail message, information related to the piece of merchandise of the advertisement displayed on a display device usable by a number of users;

20 the second step of designating a recipient of the e-mail message for which transmission is designated in the first step;

25 the third step of, when transmission of the e-mail message is designated in the first step, transmitting the e-mail message having the information of the piece of merchandise, including link information linked with a site on the Internet where the piece of merchandise is on sale, to the recipient designated in the second

step, the link information containing information representing a presenter of the piece of merchandise; and

the fourth step of, when the piece of merchandise is purchased at the site on the Internet by the e-mail message transmitted in the third step, specifying the presenter by the link information and providing a service corresponding to a payable amount for the piece of merchandise to a buyer.

24. An advertisement method according to claim 23, wherein the service provided to the buyer in the fourth step is discount or cash back of an amount corresponding to the payable amount.

25. An advertisement method according to claim 23, wherein the service provided to the buyer in the fourth step is to partially repay the buyer a presentation charge paid to the presenter specified by the link information.

26. An advertisement method of providing an advertisement of merchandise provides an advertisement of merchandise to be sold on the Internet, comprising:

the first step of storing, as a bookmark, information related to the piece of merchandise displayed on a device usable by a number of users in a memory;

the second step of, in accordance with an access from an external device, transmitting the information

related to the piece of merchandise registered in the memory as the bookmark in the first step to the external device as data displayable on the external device, the data displayable on the external device containing link information linked with a site on the Internet where the piece of merchandise is on sale, and the link information containing information representing a presenter of the piece of merchandise; and

the third step of, when the piece of merchandise is purchased at the site on the Internet linked by the link information of the bookmark displayed on the external device by the data transmitted in the second step, providing a service corresponding to a payable amount for the piece of merchandise to a buyer.

27. An advertisement method according to claim 26, wherein the service provided to the buyer in the third step is discount or cash back of an amount corresponding to the payable amount.

28. An advertisement method according to claim 26, wherein the service provided to the buyer in the third step is to partially repay the buyer a presentation charge paid to the presenter specified by the link information.